

Message Text

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PAGE 01 BELGRA 05577 180751Z
ACTION EUR-12

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R 171505Z AUG 77
FM AMEMBASSY BELGRADE
TO USDOC WASHDC
INFO SECSTATE WASHDC 2039
AMEMBASSY ROME
AMCONSUL ZAGREB
AMCONSUL MILAN

UNCLAS BELGRADE 5577

PASS COMMERCE TO HERBERT LINDSTROM

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: FY 79 TRADE PROMOTION EVENTS FOR YUGOSLAVIA

REF: A. STATE 190327 B. STATE 189887

1. AS USDOC AWARE, EMBASSY AND CONGEN SUPPORT PROMOTION OF MINING EQUIPMENT, PROCESS CONTROL INSTRUMENTS AND MACHINE TOOLS IN FY 79. FOLLOWING COMMENTS ARE OFFERED REGARDING TRADE EVENTS PROPOSED IN REFTEL B.

2. WE CONCUR WITH RECOMMENDATION FOR MOUNTING MACHINE TOOLS EXHIBIT WITH MILAN TRADE CENTER ASSISTANCE AT SEPTEMBER 1979 ZAGREB FALL FAIR. A MAJOR PORTION OF METAL WORKING INDUSTRY AND MACHINE TOOL BUILDING INDUSTRY IN YUGOSLAVIA IS CENTERED IN CROATIA AND SLOVENIA, AND IT CAN BE EXPECTED THAT MAJOR PROSPECTIVE BUYERS OF THESE ITEMS WILL BE PRESENT AT THE ZAGREB FALL FAIR. IN ADDITION MOST MAJOR TRADING FIRMS AND PRODUCTION ENTERPRISES FROM ALL REGIONS OF YUGOSLAVIA PARTICIPATE IN FALL FAIR AND WILL HAVE REPRESENTATIVES PRESENT. POTENTIAL AUDIENCE AND GENERAL OUTLOOK FOR SALES OF MACHINE TOOLS APPEAR TO
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JUSTIFY MOUNTING OF THIS EXHIBIT AT ZAGREB IN 1979.

3. EMBASSY DOES NOT FEEL CLASSICAL TRADE MISSION IS BEST VEHICLE FOR PROMOTING MINING EQUIPMENT. SEMINAR WOULD BE BETTER APPROACH AS IT WOULD BRING PARTICIPATING ENTERPRISES IN CONTACT WITH MORE KEY DECISIONMAKERS. YUGOSLAVS HAVE BEEN VERY RECEPTIVE TO SEMINARS WITH TECHNICAL CONTENT IN PAST, AND WE ANTICIPATE THAT

SEMINAR WITH MINING EQUIPMENT AND TECHNOLOGY THEME WOULD BE OF GREAT INTEREST. WHETHER PROMOTION EVENT TAKES FORM OF TECHNICALLY ORIENTED SEMINAR OR TRAVELING MISSION, U.S. FIRMS WITH BEST SALES PROSPECTS WILL BE THOSE OFFERING COMPLETE LINES OF EQUIPMENT AND TECHNOLOGY PACKAGE.

4. PROMOTION EVENT FOR PROCESS CONTROL INSTRUMENTATION IS APPROPRIATE AS GROWING MARKET OFFERS IMPORTANT SALES OPPORTUNITIES FOR U.S. FIRMS. HOWEVER, EMBASSY HAS RESERVATIONS ABOUT SUITABILITY OF CATALOGUE SHOW FOR ADVANCING POSITION OF U.S. FIRMS IN THIS FIELD. YUGOSLAVS HAVE NOT RESPONDED ENTHUSIASTICALLY TO PAST CATALOGUE SHOWS, AND WE QUESTION WHETHER WIDE VARIETY OF HIGHLY TECHNICAL PRODUCTS CAN BE EFFECTIVELY PROMOTED IN THIS MANNER. WE WOULD APPRECIATE HEARING OF USDOC EXPERIENCE WITH SIMILAR CATALOGUE SHOWS IN OTHER ADVANCED DEVELOPING COUNTRIES SUCH AS YUGOSLAVIA. IF CATALOGUE SHOW IS HELD, BELGRADE CHEMICAL INDUSTRIES FAIR IS SUITABLE EVENT FOR THIS THEME. EMBASSY AND CONSULATE GENERAL VIEW PARTICIPATION OF QUALIFIED U.S. TECHNICAL EXPERT AS ABSOLUTELY ESSENTIAL TO ASSURE EFFECTIVE USE OF PRODUCT LITERATURE. WE HAVE HAD EXPERIENCE IN PREVIOUS CATALOGUE SHOWS WHERE INDUSTRY REPRESENTATIVE ACCOMPANYING SHOW DID NOT HAVE ADEQUATE TECHNICAL BACKGROUND TO ASSIST VISITORS. GIVEN THE ESTIMATED LIMITED IMPACT OF CATALOGUE SHOW, HOWEVER, USDOC MAY WISH TO CONSIDER ALTERNATIVES OF OFFERING A TECHNICALLY ORIENTED SEMINAR OR HAVING MISSIONS PROMOTE U.S. EXHIBITION OF PROCESS CONTROL

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INSTRUMENTATION IN NEARBY THIRD COUNTRY.
EAGLEBURBER

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